**Orders** 

Order / Rev:

**\*\*/105163** 

Alt Order #:

06838638

Product Desc:

NRCC IE 2012

Estimate:

2958

Flight Dates:

09/28/12 - 10/04/12 08/06/12 / 10/01/12

Original Date / Rev:

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Billing Type:



Amy McCreary

BLPHI

National

Agency

Name:

National Media, Inc.

**Buying Contact:** 

Billing Contact:

815 Slaters Ln.

Alexandria, VA 22314

Billing Cycle:

Billing Calendar:

Agency Commission:

EOM/EOC

15%

00:05:00

Cash

Broadcast

Advertiser

Name:

Priority:

NRCC-IE --

Demographic:

A35+

PLI2

Product Codes:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |  |  |  |
|------------|----------|---------|--------------|-------------|--|--|--|
| 08/27/12   | 09/30/12 | 53      | \$57,050.00  | \$48,492.50 |  |  |  |
| 10/01/12   | 10/04/12 | 98      | \$97,600.00  | \$82,960.00 |  |  |  |

## Totals

| Month          | # Spots | Gross Amount | Net Amount   | Rating |
|----------------|---------|--------------|--------------|--------|
| September 2012 | 53      | \$57,050.00  | \$48,492.50  | 0.00   |
| October 2012   | 98      | \$97,600.00  | .\$82,960.00 | 0.00   |
| Totals         | 151     | \$154,650,00 | \$131.452.50 | 0.00   |

## **Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Tota         |
|-------------|-------|--------------|
| KSNV        | 37%   | \$154,650.00 |
| Market      | 100%  | \$417,972.97 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0,00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 22%   | \$91,954.05 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 15%   | \$62,695.95 |
| KTUD              | 0%    | \$0.00      |
| KVVU              | 22%   | \$91,954.05 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 4%    | \$16,718.92 |

| _ | _n | Ch          | Start    | End      | Inventory Code                     | Break      | Start/End 1 | Гime | Days       | Len Sp | ots | Rate Pri  | Rtg Type S | Spots | Amount   |
|---|----|-------------|----------|----------|------------------------------------|------------|-------------|------|------------|--------|-----|-----------|------------|-------|----------|
| E | 1  | KSNV        | 09/28/12 | 09/28/12 | M-F 5-6a WakeUp<br>M-F 5-6a WakeUp | •          | 5-6a        |      | F          | :30    | 2   | \$325.001 | 0.00 NM    | 2     | \$650.00 |
|   | 1  | NEWS        |          |          | ·                                  | · ·        |             | -    |            |        |     |           |            |       |          |
|   |    | <u>Stai</u> | rt Date  | End Date | <u>Weekdays</u>                    | Spots/Week | <u>Rate</u> | Rat  | <u>ing</u> |        |     |           |            |       |          |

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KSNV

Order / Rev:
Alt Order #:

Flight Dates:

105163

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06838638

09/28/12 - 10/04/12

Advertiser:

NRCC-IE

Product Desc:

NRCC IE 2012

Estimate:

2958

| E   SAN   09/28/12   09/28/12   MF   5-94 Water   19  | Ln C        | Ch Start     | End         | Inventory Code              | Break                  | Start/End Ti                            | me Days       | Len Spo                               | ots | Rate Pri          | Rta Tyne                               | Snots | Amount             |
|--|-------------|--------------|-------------|-----------------------------|------------------------|---|---------------|---------------------------------------|-----|-------------------|--|-------|--------------------|
| NEWS   Start Date   End Date   Weekdays   Spots/Week   Start Date   Color   Start Date   Start |             |              |             | •                           |                        |   | •             |                                       |     |                   |  |       |                    |
| Start Date   End Date   Weekdays   Spota/News   Fall   Sample    |             |              | _ •         | ,                           | -                      |   | ·             | ,,,,                                  |     | ,                 | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | _     | 4400.00            |
| E 2 KSNV 1001/12 1004/12   MF 5-6a WakeUp wWysgnors   Sapt Date   Woek10071/12   1004/12   MF 5-6a WakeUp wWysgnors   Sapt Date   Woek10071/12   1004/12   MF 5-7a WakeUp wWysgnors   Sapt Date   Woek10071/12   1004/ | INL         |              | End Date    | Weekdays                    | Spots/Week             | Rate                                    | Rating        |                                       |     |                   |  |       |                    |
| NEWS   Start Date   End Date   Weekdays   Social/Week   Fals   Satisfy   Social Week   Social Week |             |              |             |                             |                        | \$325.00                                | 0.00          |                                       |     |                   |  |       |                    |
| Sint Date   End Date   Weekdays   SoothWeek   Rate   Rating   Sooth   Sooth  |             |              | 2 10/04/12  |                             | -                      | 5-6a                                    | MTWT          | :30                                   | 8   | \$450.001         | 0.00 NM                                | 8     | \$3,600.00         |
| Section   Color   Co | N           |              | End Data    | Montedayo                   | Spoto Micole           | Doto                                    | Datina        |                                       |     |                   |  |       |                    |
| NEWS   Start Date  | Wee         |              |             |                             |                        |   |               |                                       |     |                   |  |       |                    |
| New Start Date   | E 3 K       | SNV 09/28/1  | 2 09/28/12  | M-F 6-7a WakeU <sub>l</sub> | MgsW\w c               | 6-7a                                    | F             | :30                                   | 2   | \$1,000.001       | 0.00 <b>N</b> M                        | 2     | \$2,000.00         |
| Start Date   | KII         | EMC          |             | M-F 6-7a WakeU              | p w/Wagners            |   |               |                                       |     |                   |  |       |                    |
| E 4 KSNV 1001/12 1004/12   MF 6-7a WakeUp wWagners   | INI         |              | End Date    | Weekdays                    | Spots/Week             | Rate                                    | Rating        |                                       |     |                   |  |       |                    |
| NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Color   | Wee         |              |             |                             |                        |   |               |                                       |     |                   |  |       |                    |
| New  | E 4 K       | SNV 10/01/1  | 2 10/04/12  |                             | J                      | 6-7a                                    | MTWT          | :30                                   | 8   | \$1,000.001       | 0.00 NM                                | 8     | \$8,000.00         |
| Start Date   End Date   Week 2001/12   10/07/12   Today Show   Today | NI          | EWS          |             | M-F 6-7a WakeU              | p w/vvagners           |   |               |                                       |     |                   |  |       |                    |
| Today Show   |             |              | End Date    | <u>Weekdays</u>             | Spots/Week             | Rate                                    | Rating        |                                       |     |                   |  |       |                    |
| Today Show   Today Show   Start Date   End Date   Weekdays   Spots/Week   Rate   St. 500.00   Start Date   End Date   Weekdays   Spots/Week   Rate   St. 500.00   Start Date   Start Date   St. 500.00   Start Date   Start Date | ·····       |              |             |                             |                        |   |               |                                       |     |                   |  |       |                    |
| TODAY SHOW   Start Date   End Date   Meekdays   Spots/Week   Rate   Rating   Co.00   | E 5 K       | (SNV 10/01/1 | 2 10/04/12  | -                           | CM                     | 658a-9am                                | MTWT~~~       | :30                                   | 8   | \$1,500.001       | 0.00 NM                                | 8     | \$12,000.00        |
| Meek: 1001/12   1007/12   170dy Show   CM   658a-9am  F-   .30   2 \$1,500.00   0.00   2 \$3,000.00  | TO          | ODAY SHOW    |             | Today Gllow                 |                        |   |               |                                       |     |                   |  |       |                    |
| Today Show   |             |              |             |                             |                        |   | <del></del>   |                                       |     |                   |  |       |                    |
| TODAY SHOW    Start Date   End Date   Option   Process   Process |             |              |             |                             |                        |   |               | .00                                   |     | <b>#4</b> 500 004 | 0.00.184                               |       | <b>***</b> *** *** |
| TODAY SHOW    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating     100   100  | E 6 K       | (SNV 09/28/1 | 2 09/28/12  | •                           | CIVI                   | 658a-9am                                |               | :30                                   | 2   | \$1,500.001       | 0.00 NIM                               | 2     | \$3,000.00         |
| Week: 09/24/12   09/30/12   09/ | TO          | ODAY SHOW    |             | •                           |                        |   |               |                                       |     |                   |  |       |                    |
| E 9 KSNV 09/30/12 09/30/12   News 3 Sunrise - SUND&M News 3 Sunrise - SUND&M News 3 Sunrise - SUNDAY   | 10/         |              |             | -                           |                        |   |               |                                       |     |                   |  |       |                    |
| NewS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   O,000   | <del></del> |              |             |                             |                        | <del> </del>                            |               | :30                                   | 2   | \$325,001         | 0.00 NM                                | 2     | \$650.00           |
| Start Date   End Date   Meekdays   Spots/Week   Rate   Sating   O.00   |             | (0)11        | 2 00/00/12  |                             |                        | ou ru                                   | 5             | .00                                   | _   | Ψ020.001          | 0.00 14171                             | _     | ψ0.00.00           |
| Week: 09/24/12   09/30/12   09/30/12   09/30/12   Sunday Today   Sunday Today Show   I 3rd McM   9-10a   Sunday Today   Sunday Today Show   I 3rd McM   Sunday Sunday Sunday Show   I 3rd McM   Sunday Today Show   I 3rd McM   Sunday Sund | N           |              | E 15 (      |                             | 0                      | <b>D</b> (                              | D ()          |                                       |     |                   |  |       |                    |
| SUN TODAY   Sunday Today Show   I Start Date   Sunday Today Show   I Sunday Sunday Today Show   I Sunday Sunday   Sunday Sunday Today Show   I Sunday Sunday   Sunday Sund | Wee         |              |             |                             | -                      |   |               |                                       |     |                   |  |       |                    |
| Sunday Today   Sunday Today   Sunday Today   Sunday Today   Sunday Today   Sunday Today   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   O,000  |             | <del></del>  |             | Sunday Today                |                        | •                                       |               | :30                                   | 2   | \$625.001         | 0.00 NM                                | 2     | \$1,250.00         |
| Start Date   Gold Date   Weekdays   Spots/Week   Rate   Rating   Septiment   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Sp | -           |              |             | Sunday Today                |                        |   |               |                                       |     |                   |  |       |                    |
| Week: 09/24/12   09/30/12   09/28/12   M-F Today Show II 3rd H0M   9-10a   0-0-F   30   2 \$750.001   0.00 NM   2 \$1,500.00 NM   Today Show II  | SI          |              | End Date    | Weekdays                    | Snote/Maak             | Rate                                    | Pating        |                                       |     |                   |  |       |                    |
| TODAY SHOW   Start Date  | Wee         |              |             |                             |                        |   |               |                                       |     |                   |  |       |                    |
| TODAY SHOW II    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   | E11 K       | (SNV 09/28/1 | 2 09/28/12  | -                           |                        | 9-10a                                   | F             | :30                                   | 2   | \$750.001         | 0.00 NM                                | 2     | \$1,500.00         |
| Start Date   End Date   Weekdays   Spots/Week   Rate   Rating  | т/          | UDVA 6HUM    | 11          | M-F Today Show              | · II                   |   |               |                                       |     |                   |  |       |                    |
| Week: 09/24/12   09/30/12  F   2 \$750.00   0.00   | 1.          |              |             | Weekdays                    | Spots/Week             | Rate                                    | Rating        |                                       |     |                   |  |       |                    |
| TODAY SHOW   |             | ek: 09/24/12 | 09/30/12    |                             |                        |   |               | · · · · · · · · · · · · · · · · · · · |     |                   |  |       |                    |
| TODAY SHOW II  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/01/12   10/07/12   MTWT   8 \$750.00   0.00  E 13 KSNV   10/01/12   10/04/12   M-F Today Show III 4th 16th   10am-11am   MTWT   :30   8 \$325.001   0.00 NM   8 \$2,600.00   Today 4th Hour  TODAY SHOW III  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/01/12   10/07/12   MTWT   8 \$325.00   0.00  E 14 KSNV   09/28/12   09/28/12   M-F Today Show III 4th 16th   10am-11am  F   :30   2 \$325.001   0.00 NM   2 \$650.00   Today 4th Hour  TODAY SHOW III  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/24/12   09/30/12  F   2 \$325.00   0.00  | E12 K       | KSNV 10/01/1 | 12 10/04/12 | •                           |                        | 9-10a                                   | MTWT          | :30                                   | 8   | \$750.001         | 0.00 NM                                | 8     | \$6,000.00         |
| Start Date   End Date   Weekdays   Spots/Week   Rate   Rating  | T           | ODAY SHOW    | n .         | W-F Today Show              | ' H                    |   |               |                                       |     |                   |  |       |                    |
| E 13 KSNV 10/01/12 10/04/12 M-F Today Show III 4th IGM 10am-11am MTWT :30 8 \$325.001 0.00 NM 8 \$2,600.00  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWT 8 \$325.00 0.00  E 14 KSNV 09/28/12 09/28/12 M-F Today Show III 4th IGM 10am-11amF :30 2 \$325.001 0.00 NM 2 \$650.00  Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12F 2 \$325.00 0.00   |             |              |             |                             | Spots/Week             |   | <u>Rating</u> |                                       |     |                   |  |       |                    |
| Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWT 8 \$325.00 0.00  E 14 KSNV 09/28/12 09/28/12 M-F Today Show III 4th ISM 10am-11amF :30 2 \$325.001 0.00 NM 2 \$650.00  Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12F 2 \$325.00 0.00   |             |              |             |                             |                        | • |               |                                       |     | **                |  | _     |                    |
| TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWT 8 \$325.00 0.00  E 14 KSNV 09/28/12 09/28/12 M-F Today Show III 4th ISM 10am-11amF :30 2 \$325.001 0.00 NM 2 \$650.00  Today 4th Hour  TODAY SHOW III  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12F 2 \$325.00 0.00   | E 13 K      | (SNV 10/01/1 | 12 10/04/12 |                             | III4th BSM             | 10am-11am                               | MTWT          | :30                                   | 8   | \$325.001         | 0,00 NM                                | 8     | \$2,600,00         |
| Week: 10/01/12       10/07/12       MTWT       8       \$325.00       0.00         E 14 KSNV 09/28/12 09/28/12 09/28/12 M-F Today Show III 4th ISM       10am-11am      F       :30       2       \$325.001       0.00 NM       2       \$650.00         TODAY SHOW III         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 09/24/12       09/30/12      F       2       \$325.00       0.00   | T           | ODAY SHOW    | III         | . out, mirriodi             |                        |   |               |                                       |     |                   |  |       |                    |
| E 14 KSNV 09/28/12 09/28/12 M-F Today Show III 4th IBM 10am-11amF :30 2 \$325.001 0.00 NM 2 \$650.00 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12F 2 \$325.00 0.00  |             |              |             | -                           |                        |   |               |                                       |     |                   |  |       |                    |
| Today 4th Hour  TODAY SHOW III <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/24/12 09/30/12F 2 \$325.00 0.00   |             |              |             |                             |                        |   |               | -30                                   | າ   | የሚጋደ ስስ 4         | O OO NAA                               | ,     | <b>ቅድ</b> ደስ ስሳ    |
| TODAY SHOW III <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/24/12 09/30/12F 2 \$325.00 0.00   | ⊏ 14 r      | CONV USIZOII | 12 US/20/12 | •                           | m <del>4</del> un KANI | rvain-i lälli                           |               | .50                                   | 2   | φυΖυ,θυ Ι         | U.UU INIVI                             |       | υυ,υσσφ            |
| Week: 09/24/12 09/30/12F 2 \$325.00 0.00   | T           |              |             |                             | _                      |   |               |                                       |     |                   |  |       |                    |
|  | Ma          |              |             |                             |                        |   |               |                                       |     |                   |  |       |                    |
|  |             |              |             |                             |                        |   |               | ;30                                   | 8   | \$325,001         | 0.00 NM                                | 8     | \$2,600.00         |

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**KSNV** 

Order / Rev:

105163

Advertiser:

NRCC-IE

Alt Order #:

06838638

Product Desc:

NRCC IE 2012

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

|            |                        | •   |                        |                                     |                      |                          |                       |        |       |                 |                |       |                 |
|------------|------------------------|---|------------------------|-------------------------------------|----------------------|--------------------------|-----------------------|--------|-------|-----------------|----------------|-------|-----------------|
| Ln         | Ch                     | Start                                       | End                    | Inventory Code<br>Rachael Ray       | Break                | Start/End                | Time Days             | Len    | Spots | Rate Pri        | Rtg Type       | Spots | Amount          |
|            |                        | L D A V                                     |                        | Rachael Ray                         |                      |                          |                       |        |       |                 |                |       |                 |
| '          | RACHE<br>Sta           | rt Date                                     | End Date               | Weekdays                            | Spots/Week           | Rate                     | Rating                |        |       |                 | ı              |       |                 |
| We         | eek: 10/               |   | 10/07/12               | MTWT                                | 8                    | \$325.00                 | 0.00                  |        |       |                 |                |       |                 |
|            |                        |   | 2 09/28/12             | Rachael Ray<br>Rachael Ray          | СМ                   | 11am-12pm                |                       | :30    | 2     | \$325.001       | 0.00 NM        | 2 .   | \$650.00        |
| ı          | RACHE                  | L RAY<br>rt Date                            | End Date               | Weekdays                            | Spots/Week           | Rate                     | Rating                |        |       |                 | ı              |       |                 |
| We         | eek: 09/               |   | 09/30/12               | F                                   | 2                    |                          | 0.00                  |        |       |                 |                |       |                 |
|            |                        |   | 2 09/30/12             | Golf<br>Golf                        | СМ                   | 4a-8pm                   | ~ ~ ~ ~ <u>~</u>      | SS :30 | 8     | \$700.001       | 0.00 NM        | 8     | \$5,600.00      |
| ı          |                        | CUP 2X                                      |                        | <b>VA</b> (= -1, -1 =               | 01-24/1-             | <b>5</b> (               | 5.0                   |        |       |                 | ·              |       |                 |
| \/\/a      | <u>Sta</u><br>/eek: 09 | <u>rt Date</u><br>24/12                     | End Date<br>09/30/12   | <u>Weekdays</u><br>SS               | Spots/Week<br>8      | <u>Rate</u><br>\$700,00  | <u>Rating</u><br>0.00 |        |       |                 |                |       |                 |
|            |                        |   |                        | M-F Early News                      | CM                   | 5-630p                   | F-                    | :30    | 3     | \$1,000.001     | 0.00 NM        | 3     | \$3,000.00      |
|            | NEWS                   |   |                        | M-F Early News                      |                      | •                        |                       |        |       | * .             |                |       | +=,===,         |
|            |                        | rt Date                                     | End Date               | <u>Weekdays</u>                     | Spots/Week           | Rate                     | Rating                |        |       |                 |                |       |                 |
|            | eek: 09/               |   | 09/30/12               | M-F Early News                      |                      | \$1,000.00               | 0.00                  | .20    | 40    | #4 000 004      | 0.00 1114      |       | <b>64440000</b> |
|            |                        | 10/01/1<br>3X/DAY                           | 2 10/04/12             | M-F Early News                      | CM                   | 5-630p                   | MTWT                  | :30    | 12    | \$1,200.001     | 0.00 NM        | 12    | \$14,400.00     |
|            |                        | rt Date                                     | End Date               | Weekdays                            | Spots/Week           | Rate                     | Rating                |        |       |                 |                |       |                 |
|            | eek: 10/               | ~   | 10/07/12               | MTWT                                |                      | \$1,200.00               | 0.00                  |        |       |                 |                |       |                 |
|            |                        | 09/29/1                                     | 2 09/29/12             | Sa-Su Early News<br>Sa-Su Early New |                      | 5pm-630pm                | 5                     | S- :30 | 3     | \$650,001       | 0.00 NM        | 3     | \$1,950.00      |
| ı          | NEWS                   | rt Date                                     | End Date               | Weekdays                            | Spots/Week           | Doto                     | Dating                |        |       |                 |                |       |                 |
| We         | <u>ادہ</u><br>/eek: 09 |   | 09/30/12               | S-                                  | <u> 3pots/vveek</u>  | <u>Rate</u><br>\$650.00  | Rating<br>0.00        |        |       |                 |                |       |                 |
|            |                        |   |                        | M-F Jeop/Wheel<br>M-F Jeopardy/Wh   | CM<br>heel of Fortun | 630-730pm                | F                     | :30    | 2     | \$1,000.001     | 0.00 NM        | 2     | \$2,000.00      |
| •          |                        | RDY/WH                                      |                        | 1011                                | 01-0411-             | Б.                       | D 11                  |        |       |                 |                |       |                 |
|            | eek: 09/               |   | End Date<br>09/30/12   | <u>Weekdays</u><br>F                |                      | Rate<br>\$1,000.00       | <u>Rating</u><br>0.00 |        |       |                 |                |       |                 |
|            |                        |   |                        | M-F Jeop/Wheel<br>M-F Jeopardy/Wl   | CM<br>heel of Fortun | 630-730pm<br>e           | MTWT-                 | :30    | . 8   | \$1,300.001     | 0.00 NM        | 8     | \$10,400.00     |
| •          |                        | RDY/WH                                      | End Date               | <u>Weekdays</u>                     | Spots/Week           | <u>Rate</u>              | Rating                |        |       |                 |                |       |                 |
| We<br>Spot | eek: 10/               |   | 10/07/12               | MTWT<br>escription                  | 8                    | \$1,300.00<br>t/End Time | 0.00                  | Weekda | vs Le | ength Rate      | Rtg Type       |       |                 |
| 3          | B KSNV                 |   | 2-10/07/12 N           | 1-F Jeop/Wheel                      |                      | 730pm                    |                       | м⊤w⊤h⊶ |       | :30(\$1,300.00) |                |       |                 |
| 7          | -                      | A DBATE<br>' 10/01/1                        | -                      | 1-F Jeop/Wheel                      | 630-                 | 730pm                    |                       | мтwтh- |       | :30(\$1,300:00) | 0.00 <i>NM</i> |       |                 |
|            | [NA                    | e MG 24<br>A DBATE                          | :S]                    |                                     |                      |                          |                       |        |       |                 |                |       |                 |
|            | ⊕ Mc                   | of or 24.7                                  | ,24.3                  | IGN ON-SIGN OFI                     | F 5a-4               | .59a (                   | (9:30 PM-10:30        | )  W   |       | :30 \$1,300.00  | 0.00 NM        |       |                 |
|            | KSNV<br>⊕ Mo           | V CODE:<br>10/03/1:<br>5 for 24.7<br>V CODE | 2-10/03/12 S<br>7,24.3 | IGN ON-SIGN OF                      | F 5a-4               | 59a (                    | (9:30 PM-10:30        | O  W   |       | :30 \$1,300.00  | 0.00 <b>NM</b> |       |                 |
| E 25       |                        |   | ·                      | FacetoFace/Ralst                    | ton RerΩM            | 730-758pm                | F                     | :30    |       | \$900 00 1      | 0.00 NM        |       | ቀደብብ ሰብ         |
|            | J RALS                 |   | - VOIZOI   Z           | Face to Face w/                     | •                    | гоо-гоорті               |                       | 30     | ) 1   | \$800.001       | 0.00 NM        | 1     | \$800.00        |
|            |                        | ırt Date                                    | End Date<br>09/30/12   | Weekdays<br>F                       | Spots/Week<br>1      | <u>Rate</u><br>\$800.00  | Rating<br>0.00        |        |       |                 |                |       |                 |
|            |                        |   |                        | FacetoFace/Ralst                    | ton Rep@M            | 730-758pm                | MT-T-                 | :30    | ) 2   | \$900.001       | 0.00 NM        | 4     | \$3,600.00      |
|            | J RALS                 | TON   |                        | Face to Face w/                     | J.Ralston            |                          | ·                     |        |       |                 |                | -     |                 |

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Advertiser:

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Product Desc:

NRCC IE 2012

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

KSNV

| Ln Ch                  | Start               | End                  | Inventory Code                          | Break            | Start/End T               | ime Days       | Len Spo | ots Rate Pri   | Rtg Type S | pots | Amount      |
|------------------------|---------------------|----------------------|---|------------------|---------------------------|----------------|---------|----------------|------------|------|-------------|
| E 26 KSNV              | 10/01/1             | 2 10/04/12           | FacetoFace/Ralsto                       | •                | 730-758pm                 | MT- <b>T</b>   | :30     | 4 \$900.001    | 0.00 NM    | 4    | \$3,600.00  |
| J RALS                 | TON                 |                      | Face to Face w/ J.                      | Ralston          |                           |                |         |                |            |      |             |
|                        | art Date            | End Date             | Weekdays                                | Spots/Week       | Rate                      | Rating         |         |                |            |      |             |
| Week: 10               | /01/12              | 10/07/12             | MT-T                                    | 4                | \$900.00                  | 0.00           |         |                |            |      |             |
| E 27 KSNV              | 10/01/1             | 2 10/01/12           | Mon PR 8-10p                            | СМ               | 8-10pm                    | М              | :30     | 1 \$4,000.001  | 0.00 NM    | 1    | \$4,000.00  |
| THE V                  | DICE                |                      | Monday Prime 8-1                        | 0pm              |                           |                |         |                | 1          |      |             |
| THE V                  | art Date            | End Date             | Weekdays                                | Spots/Week       | Rate                      | Rating         |         |                |            |      |             |
| Week: 10               |                     | 10/07/12             | M                                       | 1                | \$4,000.00                | 0.00           |         |                |            |      |             |
| E 28 KSNV              | 10/01/1             | 2 10/01/12           | Mon PR 10-11p                           | CM               | 10-11pm                   | M              | :30     | 1 \$3,200.001  | 0.00 NM    | 1    | \$3,200.00  |
|                        |                     |                      | Monday Prime 10-                        | 11pm             |                           |                |         |                |            |      |             |
| REVOL                  | art Date            | End Date             | Weekdays 5                              | Snote Allook     | Data                      | Datina         |         |                |            |      |             |
| Week: 10               |                     | 10/07/12             | M                                       | Spots/Week<br>1  | <u>Rate</u><br>\$3,200.00 | Rating<br>0.00 |         |                |            |      | •           |
| E 29 KSNV              |                     |                      | Tues PR 8-9p                            | CM               | 8-9pm                     | -T             | :30     | 2 \$4,000.001  | 0.00 NM    | 2    | \$8,000.00  |
|                        |                     |                      | Tuesday Prime 8-9                       | 9pm              | ·                         |                |         | . ,            |            |      | , -,        |
| THE V                  |                     | F 15.                | 384 ( )                                 |                  | <b>5</b> .                | <b>5</b> .0    |         |                |            |      |             |
| Sta<br>Week: 10        | art Date            | End Date<br>10/07/12 | <u>Weekdays</u><br>-T                   | Spots/Week       | <u>Rate</u><br>\$4,000,00 | Rating<br>0.00 |         |                |            |      |             |
| E 30 KSNV              |                     |                      | SIGN ON-SIGN OF                         |                  | 5a-459a                   | W              | :30     | 1 \$3,200.001  | 0.00 NM    | 1    | \$3,200.00  |
| 200 110111             | 1010011             | 2 ,0,00,12           | ROS                                     |                  | (10:00 PM-1               | **             | .00     | 1 40,200.001   | 0.00 14101 | •    | ψυ,200.00   |
|                        | GO FIRE             |                      |   |                  |                           |                |         |                |            |      |             |
|                        | art Date            | End Date             |   | Spots/Week       | Rate                      | Rating         |         |                |            |      |             |
| Week; 10,              |                     | 10/07/12             | W                                       |                  | \$3,200.00                | 0.00           | .00     | 4 \$0.000.004  |            |      | #a 000 00   |
| E 31 KSMV              | 09/20/1             | 2 09/20/12           | Fri PR 9-10p<br>Friday Prime 9-10p      | CM<br>om         | 9-10pm                    |                | :30     | 1 \$2,600.001  | 0.00 NM    | 1    | \$2,600.00  |
| GRIMM                  | 1                   |                      | , |                  |                           |                |         |                |            |      |             |
|                        | art Date            | End Date             |   | Spots/Week       | Rate                      | Rating         |         |                |            |      |             |
| Week: 09               | -                   | 09/30/12             | F                                       |                  | \$2,600.00                | 0.00           |         |                |            |      | •           |
| E 32 KSNV              | 09/30/1             | 2 09/30/12           | NFL Pre-Game / Fl<br>NFL Pre-Game       | NA CM            | 1p-530pm                  | S              | :30     | 1 \$2,400.001  | 0.00 NM    | 1    | \$2,400.00  |
| FTBL N                 | NIGHT IN            | AMERICA              | NI ETTE-Game                            |                  |                           |                |         |                |            |      |             |
| <u>Sta</u>             | art Date            | End Date             | <u>Weekdays</u>                         | Spots/Week       | <u>Rate</u>               | Rating         |         |                |            |      |             |
| Week: 09               |                     | 09/30/12             | S                                       |                  | \$2,400.00                | 0.00           |         |                |            |      |             |
| E33 KSNV               | 09/30/1             | 2 09/30/12           |   | СМ               | 1P-9PM                    | S              | :30     | 1 \$10,000.001 | 0.00 NM    | 1    | \$10,000.00 |
| SUN N                  | IGHT FTI            | BL                   | NFL Football                            |                  |                           |                |         |                |            |      |             |
|                        | art Date            | End Date             | <u>Weekdays</u>                         | Spots/Week       | <u>Rate</u>               | Rating         |         |                |            |      |             |
| Week: 09               | /24/12              | 09/30/12             | S                                       | 1                | \$10,000.00               | 0.00           |         |                |            |      |             |
| E34 KSNV               | 09/30/1             | 2 09/30/12           | News 3 Live in Prin                     | ne CM            | 7-10pm                    | S              | :30     | 2 \$1,800.001  | 0.00 NM    | 2    | \$3,600.00  |
| NEWS                   |                     |                      | News 3 in Prime                         |                  |                           |                |         |                |            |      |             |
|                        | art Date            | End Date             | <u>Weekdays</u>                         | Spots/Week       | Rate                      | Rating         |         |                |            |      |             |
| Week: 09               |                     | 09/30/12             | S                                       | -                | \$1,800.00                | 0.00           |         |                | ŀ          |      |             |
| E 35 KSNV              | 09/28/1             | 2 09/28/12           | M-F News 3 at Ele                       |                  | 11pm-1135p                | omF            | :30     | 1 \$1,100.001  | 0.00 NM    | 1    | \$1,100.00  |
| NEWS                   |                     |                      | M-F News 3 at Ele                       | ven              |                           |                |         |                |            |      |             |
|                        | art Date            | End Date             | Weekdays                                | Spots/Week       | Rate                      | Rating         |         |                |            |      |             |
| Week: 09               |                     | 09/30/12             | F                                       |                  | \$1,100.00                | 0.00           |         |                |            |      |             |
| E36 KSNV               | 10/01/1             |                      | M-F News 3 at Ele                       |                  | 11pm-1135p                | om MTWT        | :30     | 4 \$1,200.001  | 0.00 NM    | 4    | \$4,800.00  |
| <b>.</b>               |                     |                      | M-F News 3 at Ele                       | ven              | ·                         |                |         |                |            |      | •           |
| NEWS                   |                     | End Date             | Manladaya                               | Cnoto Allante    | Data                      | Datina         |         |                |            |      |             |
| <u>ي د</u><br>Week: 10 | art Date<br>//01/12 | End Date<br>10/07/12 | <u>Weekdays</u><br>MTWT                 | Spots/Week<br>4  | Rate<br>\$1,200.00        | Rating<br>0.00 |         |                |            |      |             |
| <del></del>            |                     |                      | Sa-Su News 3 at E                       |                  | 11pm-1135p                |                | :30     | 4 \$1,100.001  | 0.00 NM    | 4    | \$4,400.00  |
|                        |                     |                      | Sa-Su News 3 at E                       |                  |                           | _              |         |                |            | -    |             |
|                        | 2X/DAY              | E-15 (               | VA to milest a com                      | Om = 6 = 854 : 1 | B. (                      | D-4'           |         |                |            |      |             |
| <u>Sta</u><br>Week: 09 | art Date            | End Date<br>09/30/12 | <u>Weekdays</u><br>SS                   | Spots/Week<br>4  | <u>Rate</u><br>\$1,100.00 | Rating<br>0.00 |         |                |            |      |             |
| E 38 KSNV              |                     |                      |   | CM               | 1135p-1237                |                | :30     | 2 \$750.001    | 0.00 NM    | 2    | \$1,500.00  |
| 200 10144              | 00/20/              | 50,2012              |   | J.V.             | . 100p 1201               | ~ '            | .50     | - φιου.ου Ι    | 0.00 1417  | _    | ψ1,000.00   |

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Advertiser:

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Alt Order #:

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Product Desc:

NRCC IE 2012

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

| Ln Ch                  | Start                       | End        | Inventory Code                             | Break               | Start/End Ti      | me Days       | Len Sp                 | ots | Rate Pri  | Rtg Type S     | pots | Amount           |
|------------------------|-----------------------------|------------|--|---------------------|-------------------|---------------|------------------------|-----|---|----------------|------|------------------|
| <u> </u>               |                             |            | The Tonight Show<br>Tonight Show           |                     |                   |               |                        |     |   |                |      |                  |
| TONIGH                 | HT SHOV                     | ٧          | ronight anow                               |                     |                   |               |                        |     |   |                |      |                  |
| <u>Sta</u>             | rt Date                     | End Date   |  | Spots/Week          | <u>Rate</u>       | Rating        |                        |     |   |                |      |                  |
| Week; 09/              |                             | 09/30/12   | F  | 2                   | \$750.00          | 0.00          |                        |     |   |                |      |                  |
| E39 KSNV               | 10/01/1                     | 2 10/04/12 | The Tonight Show Tonight Show              | CM                  | 1135p-1237a       | MTWT          | :30                    | 8   | \$750.001                                       | 0.00 NM        | 8    | \$6,000.00       |
| TONIGI                 | T SHO                       | ٧          | Tonight Onow                               |                     |                   | ,             |                        |     |   | 1              |      |                  |
|                        | rt <u>Date</u>              | End Date   |  | Spots/Week          | Rate              | Rating        |                        |     |   |                |      |                  |
| Week: 10/              |                             | 10/07/12   | MTWT                                       | 8                   | \$750.00          | 0.00          |                        |     |   |                |      |                  |
| E40 KSNV               | 09/28/1                     | 2 09/28/12 | Late Night w/Fallor Late Night w/Fallor    |                     | 1237a-136am       | ıF            | :30                    | 2   | \$225.001                                       | 0.00 NM        | 2    | \$450.00         |
| FALLO                  | N                           |            | Late Hight Wir allo                        | 11                  |                   |               |                        |     |   |                |      |                  |
|                        | rt Date                     | End Date   |  | Spots/Week          | <u>Rate</u>       | Rating        |                        |     | •   |                |      |                  |
| Week: 09/              |                             | 09/30/12   | F  | 2                   | \$225.00          | 0.00          |                        |     |   |                |      |                  |
| E 41 KSNV              | 10/01/1                     | 2 10/04/12 | Late Night w/Fallor<br>Late Night w/Fallo  |                     | 1237a-136am       | MTWT          | :30                    | 8   | \$250.001                                       | 0.00 NM        | 8    | \$2,000.00       |
| FALLO                  | N                           |            | Late Might Wir and                         | ''                  |                   |               |                        |     |   |                |      |                  |
|                        | ırt Date                    | End Date   |  | Spots/Week          | Rate              | Rating        |                        |     |   |                |      |                  |
| Week: 10/              |                             | 10/07/12   | MTWT                                       | 8                   | \$250.00          | 0.00          |                        |     | *   |                |      |                  |
| E 42 KSNV              | 09/29/1                     | 2 09/29/12 | Saturday Night Live<br>Saturday Night Live |                     | 1130pm-1:02       | amS-          | :30                    | 3   | \$1,400.001                                     | 0.00 NM        | 3    | \$4,200.00       |
| SNL                    |                             |            | Catalday Night Elv                         | Ç                   |                   |               |                        |     |   |                |      |                  |
|                        | rt Date                     | End Date   |  | Spots/Week          | Rate              | Rating        |                        |     |   |                |      |                  |
| Week: 09/              |                             | 09/30/12   | S-   |                     | \$1,400.00        | 0.00          |                        |     | 04.000.004                                      | 0.00.111       |      | 44 000 00        |
| E43 KSNV               | 09/30/1                     | 2 09/30/12 | Jeopardy in PRIME<br>Jeopardy in Prime     |                     | W-SA 8-11p7       | SUNS          | :30                    | 1   | \$1,200.001                                     | 0.00 NM        | 1    | \$1,200.00       |
| JEOPA                  | RDY                         |            | ocopanay mir mire                          |                     |                   |               |                        |     |   |                |      |                  |
|                        | rt Date                     | End Date   |  | Spots/Week          | Rate              | Rating        |                        |     |   |                |      |                  |
| Week: 09/<br>E 44 KSNV |                             | 09/30/12   | S  |                     | \$1,200.00        | 0.00<br>200aS | .00                    |     | ¢400.004  | 0.00 NA        | 4    | <b>\$400.00</b>  |
| E 44 KSNV              | 09/30/1                     | 2 09/30/12 | Sports Night in Las<br>Sports Night in La  | -                   | Sun 1135p-12      | 200aS         | :30                    | 1   | \$400.001                                       | 0.00 NM        | 1    | \$400.00         |
| SPORT                  | 'S NIGH                     | Γ          | aparta mg/m                                |                     |                   |               |                        |     |   |                |      |                  |
|                        | rt Date                     | End Date   |  | Spots/Week          | Rate              | Rating        |                        |     |   |                |      |                  |
| Week: 09/<br>N45_KSNV  |                             | 09/30/12   | S  | 1<br>CM             | \$400.00          | 0.00          | .20                    |     | \$1,500.001                                     | 0.00 NM        | 4    | <b>64 500 00</b> |
| N45 KSNV               | 0912911                     | 2 08/28/12 | Sat PR 9-10p<br>Saturday Prime 9-          |                     | 9-10pm            | S-            | :30                    | ,   | \$1,000.00 I                                    | 0.00 <b>NM</b> | 1    | \$1,500.00       |
| Sta                    | ırt Date                    | End Date   | •  | Spots/Week          | Rate              | Rating        |                        |     |   |                |      |                  |
| Week: 09/              |                             | 09/30/12   | S-   |                     | \$1,500.00        | 0.00          |                        |     |   |                |      |                  |
|                        | <u>Date Ra</u><br>/ 00/24/1 |            | <u>Pescription</u><br>Sat PR 9-10p         | <u>Star</u><br>9-10 | <u>t/End Time</u> | _             | <u>Weekdays</u><br>Sa- |     | <u>ngth                                    </u> | Rtg Type       |      |                  |
|                        | RY TO M                     |            | att it 5-10p                               | 3-10                | Pill              |               | Ja                     |     | ,30 φ1,300,0                                    | 0.00 NIVI      |      |                  |
|                        |                             |            | Thurs PR 9-10p                             | CM                  | 9-10pm            | T             | :30                    | 1   | \$3,200.001                                     | 0.00 NM        | 1    | \$3,200.00       |
|                        |                             |            | Thursday Prime 9                           | -10pm               | ·                 |               |                        |     |   |                |      | . ,              |
|                        | irt Date                    | End Date   |  | Spots/Week          | Rate              | Rating        |                        |     |   |                |      |                  |
| Week: 10               | /01/12                      | 10/07/12   | T  | 1                   | \$3,200.00        | 0.00          |                        |     |   |                |      | <u> </u>         |
|                        |                             |            |  |                     |                   |               |                        |     |   | Totals         | 151  | \$154,650.00     |